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(54) Title: SYSTEM AND METHOD FOR THE ESTABLISHMENT OF A CONNECTION BETWEEN A CONTACT REQUESTER AND A COMMUNICATIONS CENTRE

(57) Abstract: A system (10) for establishing a connection between a contact requester (60) (i.e. a potential customer) and a communications centre (70) is disclosed. The system (10) has a message receiver (20) which accepts a message from a communications device, such as a mobile telephone or a PDA, and a contact number. The contact number is usually the number of the mobile telephone or the PDA. The system has furthermore a parser (30) for parsing the message and identifying one or more identifiers in the message (80; 300), including a destination identifier (320). The destination identifier indicates the number of a communications centre, such as a call centre (70), to which the message (80; 300) should be sent. A connector (40) in the system (10) uses the destination identifier (320) and the contact number to establish a connection between a requested one of the communications centres and the contact requester.